

Brezelkönig AG in Consumer Foodservice (Switzerland)

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Abstracts

Brezelkönig became part of the Valora Group in September 2012. The company produces bread and other bakery products in Switzerland. These bakery products are distributed both to its Brezelkönig outlets and to the wholesale sector. The company is expected to concentrate on developing existing formats, opening new locations with a focus on food, and expanding Brezelkönig with more outlets.

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